

Empower Innovate Lead

Women Entrepreneurs in a Digital Future

WOMEN 5.0



Co-funded by
the European Union

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Women 5.0 closes having trained 342 women entrepreneurs across six countries

EU initiative exceeds targets, issues 334 Europass Certificates, and ends on a question that matters

BRUSSELS, BELGIUM - Women 5.0, an Erasmus+-funded initiative designed to equip women entrepreneurs with digital skills and confidence, has completed its two-year journey with results that significantly exceeded its original targets.

The project trained 342 women across six countries, Spain, Ireland, Portugal, North Macedonia, Austria and Belgium, surpassing its initial target of 180 participants. Of those, 334 received a Europass certificate upon completing the programme. Satisfaction levels ranged from 82.6% to 100% across partner countries, with recommendation rates of 88.9% to 100%.

But behind those numbers is a more important story. The women who came through this programme were not starting from a position of privilege. In Spain, 86.6% of participants reported at least one social or economic barrier to accessing training. In Ireland, 85.7% reported financial barriers and 65.7% had caregiving responsibilities. In Austria, 91.6% reported facing professional challenges including adapting to digitalisation and AI. Women 5.0 was designed to reach the women who needed it most. The data confirms it did.

"The digital economy presents enormous opportunities for women entrepreneurs, but too many are held back by a lack of confidence and access to the right training. Women 5.0 provides practical, hands-on skills that immediately impact how women run and grow their businesses." - Women 5.0 team

The project's pilot phase, delivered between January and May 2026, covered five workshop modules focusing on AI, analytics, digital marketing, ethical technology use, and digital wellbeing. Across all countries, participants reported significant increases in digital confidence, with more than 97% in Spain and 100% in North Macedonia reporting improved skills and knowledge after training.

One participant put it simply:

"Honestly, the hands-on part. We didn't just listen, we actually opened Gemini and tried things ourselves. I made mistakes in front of everyone and it was fine. That's how I finally stopped being scared of it."

A recurring finding across all partner reports was the shift from fear and hesitation toward artificial intelligence to curiosity, openness and practical readiness to apply what was learned.

Beyond the pilot, the project delivered a Digital Toolkit for Trainers with five ready-to-use workshop modules, a free multilingual e-learning platform accessible on any device, and an Expert Interview Series featuring insights from women entrepreneurship trainers across Europe. An awareness campaign was launched across social media, newsletters and partner channels, featuring real women breaking digital stereotypes and sharing their entrepreneurial journeys.

The project closed with Redefining Success, a final online panel discussion bringing together four women closely connected to the project, Lucia Kleštincová, Aytaj Ahmadova, Anne-Marie Swift and Cláudia Vieira, to explore one question: what does success actually look like when you are the one building it? The session attracted 99 registered participants from across Europe and beyond, with 63 in attendance on the day.

Multiplier events were hosted by partner organisations across Spain, Portugal, Ireland and North Macedonia, bringing the project's learning resources directly into local communities. The e-learning platform, Trainer Toolkit and Expert Interview Series will remain freely available following the project's conclusion, ensuring that Women 5.0 continues to reach women entrepreneurs across Europe long after the project ends.

Women 5.0 is funded through Erasmus+ and delivered by partner organisations across six European countries. For more information, visit <https://women5.eu/>